

BAINBRIDGE ISLAND

January 6, 2016

BOARD OF DIRECTORS

Executive Board:

Arnie Sturham

Chair

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> Rex Oliver President/CEO

Chairman's Circle: Platinum Members: Treehouse Café Harbour House Pub Harrison Medical Center Kitsap Bank Puget Sound Energy Elmquist Real Estate

Gold Members: Town & Country Markets Sears & Associates Avalara HomeStreet Bank Morgan Smith **Deputy City Manager** City of Bainbridge Island 280 Madison Avenue North Bainbridge Island, WA, 98110

Dear Ms. Smith,

Please find attached the requested documentation for the final report on our activities for 2015 as relates to our LTAC Contract.

Attached is the cover letter with the report on the "Bainbridge Island Chamber of Commerce Visitor Information Center". We have also included our Visitor Information Statistics for 2015, our financial breakdown and the statistical analysis of our visitor/tourist website activity. These are clear indicators of how much activity happens through the Chamber of Commerce.

We appreciate the support of the City of Bainbridge Island Lodging Tax Advisory Committee, and thank the City for the opportunity to continue to deliver the Island's dedicated destination tourism campaign for 2015.

Respectfully

Rex Oliver IOM President/CEO

Bainbridge Island Chamber of Commerce

"Creating a Strong, Sustainable Local Economy"

Bainbridge Island Chamber of Commerce Final Report for 2015 LTAC

The project as outlined in Appendix A is the "Bainbridge Island Visitors Information Center". This incorporates all aspects of advertising, marketing, website management, event promotion, community promotion and operation of a tourism related facility.

The Chamber is pleased to work with the Downtown Association and the Lodging Association to help meet and greet our visitors/tourists. We also promote the Museums, both Art and Historic. This year the Japanese American Exclusion Memorial has increased its presence on the island and received many more requests by our visitors/tourists for information on their location. Bloedel Reserve is one of the locations on the island that receives a great number of visitors/tourists. The groups listing above are some of the larger partners the Chamber works with, however, because of the nature of our membership and our place in the community, we partner/represent most groups or organizations on the island engaged in the visitor/tourism industry.

The Grand Old Fourth event this year was held on a very warm day and attendance was in the estimated at 35,000 people, making it the largest community event on the island. All the rooms on the island were booked during the weekend and overflow was sent to Poulsbo, Silverdale and Bremerton. The population of the island is only 24,000 so many people come from across the water to celebrate with us. Many of the guests are staying with family as this is somewhat of a homecoming for some and a visitation of old friends for others. We estimate that as many as 20,000 people have travelled over 50 miles to visit us on the fourth.

Our tourism facility located at the ferry terminal manned by paid staff and volunteers as well as the paid staff and volunteers in our offices on Winslow way are responsible for meeting our visitors and guests to provide them with up to date information. One of the responsibilities of these people is to track the numbers and record a visitor count. Our visitor count for this year shows we had visitors from all but two of the United States, all provinces of Canada and visitors from 42 countries around the world. The majority of visitors in our count are here for the day, staying in Seattle and taking a cruise to Alaska. There are 450,000 people who come to Seattle to take an Alaskan Cruise and many come over to Bainbridge during their stay in Seattle.

Attached to this report is our Excel spreadsheet showing our statistics for 2015 as regards visitor/tourist activities at our ferry terminal location and our offices on Winslow Way. The breakdown shows the visitor/tourist count by month. These are the monthly totals, however, they are the results of the staff counting visitors/tourists with each ferry arrival. The visitor/tourist count is a 15% increase over the previous year. The Best Western Plus on Bainbridge Island has stated they had a 6% increase in overnight stays during this past year, so the balance of the increase would indicate the visitor/tourist day tripper make up the rest of the increase.

This has been a banner year for visitors and tourists and we anticipate 2016 being even busier due to the increase in local as well as regional activities attracting people to Bainbridge Island.

	Overhead Expenses)	Operations	(Grand Old Fourth)	Marketing	(Staffing)	Operating	Strategies	(Flyers and brochures)	Advertsing	Category	
\$34,817.93		\$3,801.93		\$7,700.00		\$11,756.00	\$5,560.00		\$6,000.00	Amount	Total
\$5,288.87		\$984.62		\$450.00		\$401.70	\$3,452.55		\$0.00	Quarter	First
\$12,760.90		\$946.74		\$6,256.50		\$2,318.77	\$1,191.50		\$2,047.39	Quarter	Second
\$9,824.15		\$970.72		\$1,207.50		\$4,532.40	\$1,104.25		\$2,009.28	Quarter	Third
\$6,944.01		\$497.62		\$0.00		\$4,503.13	\$0.00		\$1,943.33	Quarter	Fourth

Bainbridge Island Chamber of Commerce	per of Con	nmerce											
Visitor Information Centers	ers												
2015 Visitor Statistics													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Local Phone Calls	66	70	86	89	74	96	129	66	61	85	72	55	949
Non-local Phone Calls	17	26	33	51	65	75	98	42	40	29	20	21	517
Local Visitors Main Visitor Center	72	56	106	80	70	86	123	89	84	93	69	83	1,011
Non-Local Visitors Main Visitor Center	64	135	283	374	333	521	605	956	333	290	92	142	4,128
Non-Local Visitors Ferry Kiosk	3,410	4,498	6,611	8,174	16,393	16,777	19,026	14,231	10,382	5,854	4,209	4,087	113,652
Total Non-Local Visitors	3,474	4,633	6,894	8,548	16,726	17,298	19,631	15,187	15,187 10,715	6,144	4,301	4,229	117,780

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2015 Website Analytics	alytics													
VisitBainbridge.com														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Average
Sessions	504	1,631	2,083	2,150	3,350	4,022	5,628	4,657	3,252	2,408	2,070	1,825	33,580	2,798
Users	416	1,384	1,813	1,825	3,025	3,551	4,918	4,171	2,891	2,108	1,809	1,673	26,109	2,176
Page Views	2,205	7,043	8,490	8,807	11,870	14,605	19,793	16,805	11,762	8,076	5,908	5,510	120,874	10,073
Avg Duration (Min.)	3:13	2:59	2:23	2:47	2:09	2:19	2:15	2:17	2:14	2:07	1:36	1:50		2:12
% New	82.34%	83.38%	91.32%	84.09%	89.43%	86.92%	85.79%	88.15%	87.48%	88.00%	85.94%	90.08%		87.27%
Devices														
Desktop	341	964	1,201	1,279	2,134	2,450	3,195	2,392	1,635	1,247	1,268	1,129	19,235	1,603
Mobile	163	667	882	871	1,216	1,572	2,433	2,265	1,617	1,161	802	696	14,345	1,195
% Mobile	32%	41%	42%	41%	36%	39%	43%	49%	50%	48%	39%	38%	43%	
					ĺ									
GrandOld4th.com														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	
Sessions	268	237	406	545	1,845	5,309	10,404	699	416	301	575	534	21,539	
Users	207	193	390	492	1,698	4,576	8,239	672	398	288	493	520	17,632	
Page Views	542	649	724	995	2,925	9,751	19,579	757	489	338	649	589	37,987	
Avg Duration (Min.)	1:43	2:58	1:00	1:18	1:01	1:15	1:20	0:16	0:10	0:15	0:10	0:12		
% New	75.37%	77.64%	93.10%	88.62%	90.35%	84.89%	75.72%	93.56%	92.55%	93.02%	84.17%	96.63%		
Devices														
Desktop	232	194	369	463	1,616	3,562	3,962	664	391	282	551	497	12,783	
Mobile	36	43	37	82	229	1,747	6,442	35	25	19	24	37	8,756	
% Mobile	13%	18%	9%	15%	12%	33%	62%	5%	6%	6%	4%	7%		
Event Detail	7/1/2015	7/2/2015	7/3/2015	7/4/2015										
Sessions	836	1,178	2,551	4,157										
Users	774	1,080	2,271	3,459										
Page Views	1,760	2,396	5,265	7,918										
Avg Duration (Min.)	1:20	1:34	1:37	1:25										
% New	84%	81%	80%	72%										
% Mobile	44%	52%	68%	76%										



${\bf JLARC\ Municipality\ Reporting\ -}\ {\bf \it Bainbridge\ Island\ }$

Add Activity

Activity Name:	
Advertising, Pu	blicity
Organization	
Bainbridge Island	Chamber of Commerce
Activity Type:	
Marketing	
Activity Date: Start Date: 1/1/15	End Date: 12/31/15
Requested:	
Awarded: 6000.00	
Total Cost of Ac	tivity:

	Projected	Autual Fil	FESTE Mothorology 3 1 1 1 1 1
Overall Attendance:	8000	8000	Direct Count
Attendes: who traveled so mites	ni more lo alto	mol	
Totals	4000	4000	Structured Estimate
Structure communication or distin	100	100	Structured Estimato
Of total, attendees who traveled from another state or country.		(相關	INSEES OF BUILDING
Paid accommodations:	100	100	Structured Estimate
Inpaid accommodations:	500	500	Structured Estimate
Palid Lodging nights:	MARKE		
	50	50	Structured Estimate

Activity Notes:

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Add Activity

Activity Nam	e:
Developing S	trategies
Organizatio	n:
Bainbridge Islan	d Chamber of Commerce
Activity Typ	e:
Marketing	
Activity Dat	eı.
Start Date:	Eud Date:
1/1/15	12/31/15
Funds	
Requested:	
\$ 5560.00	
Awarded:	
\$ 5560.00	
Total Cost of	Activity:
\$ 5560.00	

	Projected.	Aetual :	Methodalogy	
Overall Attendance:	50000	47648	Direct Count	
Attendoes who traveled 50 miles	s or more to at	with		
Total:	2500	2000	Structured Estimate	
of coefficient and simply where the	100	100	Structured Estimate	
Of total, attendees who unveled from another state or country:			设置 到沙漠极州和	
Paid accommodations:	100	100	Structured Estimate	
Unpaid accommodations:	500	500	Structured Estimate	344
Paid Lodging mights:				
	50	50	Structured Estimate	

Activity Notes:

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Add Activity

Activity Name:	
Operating Tourisn	n Promtion Agencies
Organization:	
Bainbridge Island C	hamber of Commerce
Activity Type:	TO THE PARTY OF
Marketing	
Activity Date: Start Date: 1/1/15	End Date: 12/31/15
Funds	
Requested:	
Awarded: \$ 11756.00	
Total Cost of Act	ivity:

	Projected	Adding -	Methodology 1113 5 5
Overall Attendance:	90,000	117,870	Direct Count
Affenders who traveled so miles	ormovelosit	tend)	
Total:	2500	2000	Structured Estimate
functions of the dependence of the property	100	100	Structured Estimate
Of total, attendees who traveled from another state or country:		mun	AND DESIGNATION OF
Paid accommodations:	100	100	Structured Estimate
Unpaid accommodations:	500	500	Structured Estimate
Paid Codging addits:			
	50	50	Structured Estimate

Activity Notes:

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Add Activity

As	ctivity Name:	
N	Iarketing and Operation	ons-Grand Old Fourth
o	rganization:	
12	ainbridge Island Ch	amber of Commerce
A	ctivity Type:	
I	Event/Festival	
	etivity Date:	End Date:
	Construction of the Constr	Salarana - Con
		1/7/15
108	uids	
mr	equested:	
100	7,700.00	
UII E	warded:	
œ,	7,700.00	
T	otal Cost of Activ	rity:
8	7,700.00	

	Projected	Actual 1	ESTE EST Methodology and SESTE
Overall Attendance:	40,000	35,000	Structured Estimate
Attendees who unwated 50 miles	ormore to alte	ndk	
Total:	20,000	20,000	Structured Estimate
Samuel and American and	1000	1000	Structured Estimate
Of total, attendees who traveled from another state or country:			经复数存在帐户
Paid accommodations:	1000	1000	Structured Estimate
Unpaid accommodations:	500	500	Structured Estimate
Paid Longing nights	Millian		建工程的
	500	500	Structured Estimate

Activity Notes:

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Add Activity

Activity	Attendee Estimat	es			A COL
Activity Name:		Projected	# Avioni	Medicalinity	OF STREET
Operating a tourism related facility	Overall Attendance:	4,000	4,128	Direct Count	
Organization: Bainbridge Island Chamber of Commerce	Attendiges who traveled no unless	a more to a	illendik 2		
Activity Type:	Total:	3,000	3,000	Structured Estimate	
Activity Date:	grounded with chievel marinish.	100	100	Structured Estimate	
art Date: End Date: 1/1/15 12/31/15	Of total, attendees who involed from another state or country?			HALL BURNEY	12.5
unds Requested:	Paid accommodations;	100	100	Structured Estimate	
3,801.93	Unpaid accommodations:	50	50	Structured Estimate	
Awarded: 3,801.93	Poid Lodging nights:	HEI	T THE REAL PROPERTY.	門是學學學是其中的學	
Total Cost of Activity:		50	50	Structured Estimate	

Activity Notes:

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Add Activity

Activity Nam	eı
Advertising, I	Publicity
Organizatio	n:
Bainbridge Islan	d Chamber of Commerce
Activity Typ	ict .
Marketing	
Activity Dat Start Date: 1/1/15	er End Date: 12/31/15
Requested: 6000.00 Awarded:	
Total Cost of A	Activity:

	Moderated :	Action 3	Methodology 2 1
Overall Attendance:	8000	8000	Direct Count
Attendees who traveled 50 miles	or move to atter	nd - 7 1	好 銀票 電影 医多氏的
Total:	4000	4000	Structured Estimate
which is to have consider	100	100	Structured Estimate
Of total, attendees who traveled from	main	NY OF	11111 美国 医 1111
Paid accommodations:	100	100	Structured Estimate
Unpaid accommodations:	500	500	Structured Estimate
Paid Lodging nights:		THE PARTY	HELL THE
	50	50	Structured Estimate

Activity Notes:

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